

Public

CHURCH AND MADRONA NORTHWEST

Site Description

Located on Church Avenue in Chula Vista's downtown village, this small site offers an excellent opportunity for showcasing the type of residential density intended by the Urban Core Specific Plan and Updated General Plan. Development at this location will complement Third Avenue businesses, and benefit from neighboring parks, and local community centers.

Public, a California General Partnership, is interested in developing a project on Church Avenue within the Agency's Town Centre I Redevelopment Project Area. The subject property consists of two parcels located along the western side of Church Avenue, at the intersection of Madrona Street (Assessor's Parcel Numbers 568-351-04-00 and 05-00) and totals approximately 8,795 square feet in area.



Existing Uses & Ownership

The site is owned by the Agency and is currently used as a metered parking lot. Church Avenue is a secondary street running parallel to Third Avenue and is characterized by a mixture of retail, office, multifamily and single family uses. The approved General Plan Update land use designations for the site is Mixed Use Residential (MUR/ 28-60+ Dwelling Units per Gross Acre) on both parcels. The current zoning designation for the site is R3 (Apartment Residential). Surrounding land uses include commercial and office buildings and a church parking lot.

UCSP

The pending Urban Core Specific Plan proposes residential zoning for the subdistrict that includes the Church Avenue area.

Developer Qualification & Owner Participation Process

In 2005, the Community Development Department received a Statement of Qualifications for the Agency's publicly owned parking lot on Church Avenue, just north of Madrona Street. The developer is well qualified, possessing intimate knowledge and experience in urban residential developments. In addition to developer's history, experience, and financial capabilities, there is a commitment to creating positive partnerships and working

relationships with CVRC staff, the local community, and other development teams working with the CVRC.

Based upon Redevelopment staff's review of the developer's profile, history, and qualifications for this site, staff is recommending that the CVRC enter into an ENA with Public for the Church Avenue site.

Developer Profile, History, and Qualifications

Public is an urban residential architecture/development company based in San Diego and founded in 1989. Public primarily develops low-rise residential projects, including mixed-use developments incorporating retail and office space. Public's portfolio and business plan include lofts, town homes, flats, and live/work residences. Typically the firm has developed rental units, but is now expanding into the for-sale market.

Notable **completed** Public projects in or near the San Diego region include:

- ❑ Dutra Brown Building. Four-unit rental apartment building in the Little Italy District of the City of San Diego –building materials and architectural elements were reused from the original buildings on the site.
- ❑ Laurel Court. Twenty-unit modern residential project in West Hollywood. Homes are grouped around a series of landscaped courtyards, reminiscent of older residences in the area.
- ❑ Lee Residence. Single family home in La Jolla.

Notable **current** Public projects in the San Diego region include:

- ❑ Southblock. One hundred and six-unit mixed use building in downtown San Diego, with apartments above and retail on the ground level.
- ❑ Sigbee Row. Fourteen market-rate urban condominiums in the Barrio Logan district of San Diego.
- ❑ Baltazar Residence. Single family home in La Jolla.

Public's Dutra Brown Building was the recipient of local, State and national awards by the American Institute of Architects. The Lee Residence also received an AIA award. The firm has been published in Architectural Record, San Diego Home and Garden and Dwell magazine. Public was also short-listed for architectural firm of the year for the entire State of California last year.

CVRC-Developer Partnership

In addition to their experience and depth as an urban residential developer in San Diego County, Public is composed of a small and very close development team that has emphasized their desire and commitment to creating close partnerships with staff, the CVRC, and the community to create product types and designs that complement the character and charm of Chula Vista's downtown village. Public's commitment to local partnerships was a key factor in the decision to move forward with the ENA process.